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THE FLORIDA OPTOMETRIST

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ANOMOLOUS PROJECTION

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STATE NEWS

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POPULATION-OPTOMETRIST

OFFICIAL JOURNAL OF

THE FLORIDA OPTOMETRIC ASSOCIATION

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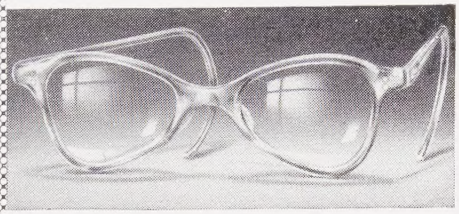

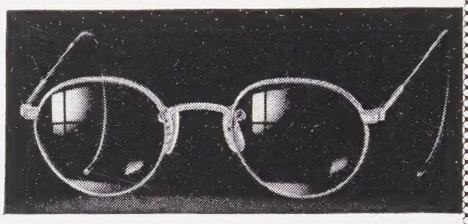

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THE FLORIDA OPTOMETRIST

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PRESIDENT'S MESSAGE

To all Optometrists in this, our State of Florida.

I am not going to preach a sermon. I am just going to call your attention to facts.

1st—Why is it possible for the Cosmopolitan to print the article that is appearing in the August issue? First, because the facts therein concerning optometry are true, so true, they hurt.

2nd—Because we are semi-professional.

3rd—Because we need more, and more, education. Last because we are not banded together in one strong union, with one common purpose to erace all the other points.

The Optometrists in Florida are better than the average in most states. The physical make-up of this State helps greatly, few large cities and many small ones. The Optometrist in the smaller towns can afford to do some of the things Optometrists in larger towns maintain they cannot do.

We are on trial for our future existence? Do we desire to be a profession we have written into law?—or do we desire to be poor merchants? We cannot be both and come out on top.

We can be a profession if we desire, but, let me warn you if we really set this as our goal, some of us are going to be hurt in the process. Some are going to be left behind and some are going broke.

The price is not too great if we pull ourselves by our own boot straps. This we must do, for we cannot expect and do not want any quarter from others.

Let us all work together to make Florida an outstanding State for Optometry, every city banded with every other, and every man in every city banded in mutual understanding, with one thought uppermost—a bigger and better Optometry.

S. B. Schumacher, O. D
President, F. O. A.

Intern Positions Sought

The Committee on Assistance to Graduates is now compiling an up-to-date list of all Optometrists in Florida who have openings available for recent graduates. Dr. John McClane of Fernandina, chairman, has had many requests from recent graduates who wish to gain experience in practical optometry while waiting for the next state board examination. Dr. McClane requests all practitioners who have openings available write him immediately at: John W. McClane, Jr., O.D.; P. O. Box 245, Fernandina, Florida.

Twenty-two Successfully Pass State Board Exam

Dr. William Davey, Secretary of the Florida State Board of Optometry, recently announced the successful completion of the Florida Board by twenty-two candidates. The newly licensed Optometrists were part of the group of fifty who took the board examination in Jacksonville during June. Following is a list of the new licensees: Dr. Frank Abernathy, Palatka; Dr. Frank Broome, Jacksonville; Dr. Walter Chapman, Tallahassee; Dr. John Cruickshank, St. Petersburg; Dr. Myron Elfin, Miami; Dr. John Fernandez, Tampa; Dr. Robert Galloway, Miami; Dr. William Goldstein, Miami; Dr. Hal Hall, Deland; Dr. Dewey Lynn, Tampa; Dr. Seymoud Marco, Jacksonville; Dr. Ralph Mead, Orlando; Dr. Murray Miller, Miami; Dr. Frank Pearce, Miami; Dr. Charles Pharr, Ft. Pierce; Dr. Albert Rodriguez, Tampa; Dr. William Steves, Tampa; Dr. Bernard Todeson, Chicago; Dr. Becket Waddell, Vero Beach; Dr. Theodore Weihe, Leesburg; Dr. Harvey Wittner, Tampa; Dr. Alvon Frey, Tampa.

Optometric Officers Sought by Navy

The Surgeon General of the Navy has announced that 160 vacancies exist in the Medical Service Corps.

Qualified civilians are eligible for appointment in the Optometry section. The grades of Ensign and Lieutenant (junior grade) are open for both male and female candidates who may apply for these appointments. Of the 60 vacancies, 10 are in the Optometry section.

Appointments in the grade of Ensgin will be made from those applicants holding an acceptable OD degree (4-year course) in Optometry.

Appointees in the grade of Lieutenant (junior grade) must hold an acceptable DSc or PhD degree in Optometry.

In addition to these qualifications, the applicant must be not less than 21 nor more than 32 (30 for women) at the time of appointment, be a citizen of the United States (either natural born or naturalized for a period of ten years), be physically qualified, and must be able to establish his mental, moral and professional fitness. Women are not eligible for appointment if they are married or if they are the parent,

(Continued on Page 14)

Anomolous Projection

NILES G. MOREN, O.D.

In recent months, a new concept of value in the diagnosis and treatment of strabismus has been offered to optometrists for their clinical consideration. The term most often used to describe the basic structure of this new concept is "Anomolous Projection."

This article is intended to introduce a series of three which will appear in the Florida Optometrist and we will not try to "Out-Murroughs" Dr. Murroughs, but rather to explain the direction in which recent clinical findings seem to be leading us. Recent investigations with regard to how a strabismic "sees" has proven a virtual "shot in the arm" to those who have labored long and untiringly with strabismics.

According to those who have diligently pursued this specter, the original incentive for investigation arose because of consistent failure with certain strabismic cases which refused to "follow the rule." The percentage of such variables was at first thought to be comparatively small and the blame for failure was largely placed at the door of improper or incomplete training procedures. This obscured the real issue for a long period of time. The index of failure was due to improper diagnosis and when investigators began to establish workable norms a clearer picture began to evolve, and surprisingly, the original percentage of "Anomolous" cases among squints rose rapidly until it is now thought that between 30 and 40% of all squints will fall into this general classification. This classification is still very general.

At the onset, let us try to understand and agree on terms. According to most dictionary authorities ::Anomolous" is defined as, "Irregular; marked by deviation from he natural order." The term projection is defined as, "The localization of sensations to the place or source of origin of the stimulus especially the localization of perceptions beyond the observer's body, as in seeing."

Whether or not we are willing to accept the above definitions in toto, they will serve to establish the concept that we are dealing with a condition that does not follow the normal with regard to the localization of objects in space. When we employ the term projection, it would be most helpful to include in our concept the thought that projection is basically the result of a mental process or mechanism and further, that, stimulative or inhibitive effects, if employed, are applicable to the mental processes of the patient, not the physiological or physical processes. Such physiological and physical aberrations as may be displayed by the patient are the end-result, not the cause.

To facilitate our manipulation of the subject coin a word—Anopro—to describe the individual who manifests the ocular peculiarities ascribed to "Anomolous Projection."

Anopros deviate from the natural order in that they seemingly defy certain heretofore well established laws of optics. The unnatural factors may be enumerated as follows:

1. Contrary to the long accepted physiological theory that a deviating eye is suppressed and further that such an eye usually becomes increasingly amblyopic through non-use, the Anopro is ambliocular. Being ambliocular, the Anopro actually continues binocular vision although the eyes deviate and never achieve simultaneous binocular vision.

2. The Anopro is totally lacking in the fusional concept, because in his lexicon of sight, it is normal to expect to be able to see two unlike objects simultaneously, and he will mentally reject any situation which tends to impose superimposition. In short, although he deviates, he will not suppress and conversely, he will not fuse.

3. Contrary to what might be expected, the Anopro usually has excellent orientation, and although he literally sees two objects simultaneuosly, each along a monocular axis, he manipuluates so cleverly that he is remarkably able to position objects in space correctly.

4. Usually the Anopro is not uncomfortable, enjoys good, or at least to him, satisfactory vision and is rarely amblyopic in either eye. The Anopro, in common with certain ruminating animals, functions as a two-eyed monocular individual and simultaneous binocular vision is an unnecessary and usually unknown quantity. The best example that can be drawn for the average optometrist is to ask him to describe to himself the sensations of a patient being examined for point number 14 A with the grid in place as the target. The patient, through dissociation, sees two grids, but the doctor will earnestly request that attention be given to the upper grid only. In a similar manner the Anopro sees two objects and although they are unlike, he has learned to "give his attention" to the object which is of interest at the moment.

(Continued on Page 10)

Northeast Florida Group Holds Regular Monthly Meetings

The Northeast Florida Optometric Association held its August monthly dinner meeting at the Seminole Hotel, in Jacksonville, with Dr. Jack Anderson presiding.

The guest speaker for the evening was Dr. J. D. Ferrara, who gave an enlightening talk on "Doctor-Patient Relationship." The talk was followed by an open forum.

Dr. S. B. Schumacher, President of the State Association, gave a report on the National Convention of the American Optometric Association, held in Boston during June.

Program chairmen for the meeting were Dr. Frank A. Broome and Dr. Seymour Marco.

The regular July meeting of the Northeast Florida Optometric Association was also held at the Seminole Hotel. Following the dinner, a movie entitled "To Greater Vision," sponsored by the Bausch and Lomb Optical Company, was shown.

A short business meeting was conducted by the President, Dr. Jack Anderson, Jacksonville, at which time a report on the state convention in Miami was given by Dr. James Loomis.

Congratulations were extended to Dr. S. B. Schumacher of Jacksonville, who was elected President of the State Association.

Present at the July meeting were: Drs. Jacqueline Turner, Jack Anderson, Frank Broome, James Loomis, Henry Sawyer, Leonard Grunthal, Seymour Marco, George Copeland, Earl Barrack, Hal Anderson, all of Jacksonville; R. G. Jensen, Green Cove Spring; John McClane, Fernandina, and J. C. Williams, Ocala, Fla.

The next regular meeting of the Association will be held on September 13th at the Seminole Hotel.

Dr. Browne Returns From Active Naval Duty

Dr. Charles C. Browne, Ft. Lauderdale has returned home following two weeks active duty with the Navy. While on active duty, Dr. Browne was assigned to the Naval Hospital, Portsmouth, Virginia. During his two weeks, while stationed in the E. E. N. T. clinic he cared for six to sixty patients a day, and was able to witness several interesting eye surgery cases.

On visiting the Naval Hospital ship "Constellation" he found a Navy Chief doing eye refractions and wishing that an Optometrist was assigned to his place. Dr. Browne noted that in most all cases the quota of Optometrists in the Navy were not filled.

SFOA Prepares for "Return the Whole Child"

The Southeast Florida Optometric Association began its annual "Return the Whole Child to School" project with a radio program over starion WIOD, Miami, on Saturday morning, August 27th. The program, lasting 15 minutes, was prepared by Mr. Stuart Newman, local executive secretary, to stress the need for annual visual examination of children.

The Board of Directors of the SFOA, at a recent meeting, changed the name of the public relations committee to Committee on Public Information to conform with recent state action.

Dr. Allen S. Gardner, of Miami, was voted to membership during the July meeting, held at Betty's Restaurant, Miami.

Dr. Chester Rotter, of Miami Beach, chairman of the welfare committee, announced the completion of examination and care of several people from the Bay Oakes, Miami, Old Folks Home. Members of the Association and members of the Ladies' Auxiliary coordinated the successful program.

At the recommendation of Attorney Karkeet, a charter was adopted at the July meeting in preparation for presentation for legally incorporation of the SFOA.

All recent successful licensees are being extended an invitation to attend the next regular meeting of the SFOA. In accord with its policy of assisting new licensees, an amendment to the by-laws was ordered prepared for presentation at the next regular meeting. The amendment calls for elimination of dues and public information assessment for all new members, who had recently passed the board examination.

The next regular meeting of the SFOA, was again scheduled to be held in the doctors' lounge of the Mercantile National Bank Building, Miami Beach, on September 12th.

Oops! Pardon the Error!

The Florida Optometrist wishes to beg the pardon of Dr. James Loomis of Jacksonville, for listing him as another outstanding Florida Doctor in the picture of the Florida Chapter of the American Academy in the last edition of the Journal.

Visual Training Seminar Scheduled by West Coast

In reply to sixty questionnaires sent out to Optometrists in the West Coast Zone, only one was returned with the notation "not interested".

September 11th was the day that suited the majority. Arrangements have been made for an all day session in the Sapphire Room of the Floridan Hotel, Tampa, starting at 9:30 a. m. Those participating selected their own subjects for discussion and demonstration. Those topics will be, The Taking of Visual Skills, Squints, Myopia and Reading Problems.

This plan for a one day seminar originated at one of the West Coast monthly meetings and was planned for the West Coast members. However, so many outside this area have signified their interest that the invitation is extended to all Optometrists and Assistants who wish to attend. No registration fee is being charged.

At the July meeting of the West Coast group discussion centered about the mid-Winter Congress of Optometry. It was decided that a complete list of available speakers be presented at the next regular meeting.

Dr. Chester E. Sibley was introduced by Dr. Eychaner. Dr. Sibley was graduated from the Clearwater, Florida, High School and Northern Illinois College in 1949, following which he accepted a post at the American Optometric Center in Chicago, under Dr. Wessley and Jessen in visual training and case analysis. It was the work of Drs. Wessley and Jessen that Dr. Sibley discussed.

A general round table discussion followed during which many methods, approaches and expected results of the strabismic problem were considered. Dr. Esther Ingram McQuarrie gave further information based upon the work of Dr. Thaddeus Murroughs and the work being accomplished at Ohio State.

Those present at the meeting were: from **St. Petersburg:** Drs. W. Murrell, R. Hilton Pemble, Donald Babcock, and Howard Reeves. From **Tampa:** Drs. J. L. Hargraves, N. L. Steves, D. L. Lynn, P. L. Gloger, Joseph Duket, Karl K. Eychaner, Chester E. Sibley, and J. Hirsch; from Sarasota: Dr. Walter Kennedy; from **Clearwater:** Drs. A. S. Kitchens and Dan Cochran; from **Sulphur Springs,** Dr. R. S. Tromnatana; from **Ft. Myers:** Dr. D. P. Sloan; from **Plant City:** Dr. C. Glynn Capps; from **Kissimmee:** Dr. Thomas Cost; from **Lake Wales**—Dr. C. P. Ezell, and from **Winter Haven**—Dr. Esther Ingram McQuarrie.

Dr. DuBose Announces Retirement From Practice

On August 12, 1949, Dr. J. C. Du Bose of Vero Beach, announced his retirement from the active practice of Optometry. Dr. DuBose, who has been prominent in local and state Optometry, turned his practice over to Dr. B. Q. Waddel, Jr.

Dr. DuBose graduated from Northern Illinois College in 1919. In 1921 he completed his post graduate work at Pennsylvania State College. He is also a past regional director of the Southeastern Congress of Optometry and Past State director of Education for OEP.

Many new theories and instruments can be credited to Dr. DuBose's research in Visual training.

Georgia Plans Second Industrial Vision Congress

The second annual Southeastern Industrial Vision Congress will be held on the tentative dates of November 6, 7 and 8 (Sunday through Tuesday) on the Georgia Tech campus in Atlanta, according to Dr. Walker H. Matthews, Athens, Ga., optometrist, general chairman of the Congress.

As a result of a series of conferences, it has been decided to enlarge the scope of the program to include speakers on color dynamics, illumination, and vision for offices and store employees, in addition to vision for industrial workers.

Arrangements are now being made for some of the nation's most outstanding authorities on these subjects to appear on the program, according to Dr. Matthews (who is a former president of the Southeastern Educational Congress of Optometry).

Registration fee will be $10 per person, a reduction of $5 from last year's $15.

Advance registration slips will be sent out within the month of August or early September to 2,700 Optometrists and industrialists in six Southeastern States, including Georgia, Florida, South Carolina, North Carolina, Tennessee and Alabama. Optometrists living in States other than these are also invited to attend. In view of the hotel room shortage in Atlanta, those planning to attend are urged to return these registration blanks, with fees, promptly so that hotel reservations can be made for them.

Optometrists not on the mailing list may write for further information to: "Southeastern Industrial Vision Congress, Engineering Extension Division, Georgia Institute of Technology, 283 Ponce de Leon Ave., NW, Atlanta."

Court Order Stops National Advertising

The National Optical Stores on August 24th, 1949 were enjoined and restrained from further advertising as prohibited by Optometry law Section 463.14 F.S.A. and specifically from advertising the price of eyeglasses. The action was ordered by Circuit Judge Charles A. Carroll in Dade County, Florida.

The FLORIDA OPTOMETRIST in order to acquaint those interested with the action that took place is printing a copy of the memorandum of the attorney, Mr. Rollo Karket, and the decision of Judge Carroll.

IN THE CIRCUIT COURT OF THE ELEVENTH JUDICIAL CIRCUIT IN AND FOR DADE COUNTY, FLORIDA. IN CHANCERY

FLORIDA STATE BOARD OF OPTOMETRY, et al, Plaintiff

vs

NATIONAL OPTICAL STORES CO. Defendant

FINAL DECREE

This cause came on for final hearing before me, on the pleadings and on the testimony than in part before a Master and in part before a Commissioner, and this Court having considered the same, and being otherwise fully advised in the premises,

It is hereby ORDERED, ADJUDGED AND DECREED AS follows:

1. The Court has jurisdiction of the parties and of the subject matter of this suit.

2. The equities of the cause are with the plaintiffs, as and to the extent determined and granted therein.

3. Chapter 463 F. S. A. (Section 463.01 to 463.18) which is involved by the plaintiffs, is held to apply to and control those engaged in the practice of optometry, and those acting in conjunction with the practice of optometry.

4. Section 463.14 makes it unlawful (for anyone covered by the statute) to advertise (among other things) prices or terms on prescriptive eyeglasses or in any manner which will mislead or deceive the public.

5. The defendant, rendering optician service, was and is advertising prices of glasses.

6. As an optician, rather than an optometrist, the defendant is violating the act only if it is acting in conjunc-with the practice of optometry. This Court finds that from the evidence the manner of operation of defendant's business, with a prescribing optometrist in its place of business, is acting in conjunction with the practice of optometry within the meaning of the statute, so as to bring defendant within the prohibitions of that statute relating to defendant's advertising.

7. The defendant National Optical Store Co., its officers, agents, employees and attorneys, are hereby enjoined and restrained from advertising in a manner prohibited by Section 463.14, F. S. A. and specifically from advertising any price for eyeglasses.

8. There is hereby allowed to Ray Watson, Special Master before whom a portion of the testimony was taken, but who was not required to make any findings or recommendations, as a fee for his services as such Master, the sum of $75.00, to be charged as costs herein. The costs in this cause consisting of the usual costs, and the fee of the Court Reporter and Commissioner, amounting to $272.15, together with said Master's fee of $75.00 are required to be paid one-half by the parties plaintiff and one-half by the party defendant and in the event either of said such parties shall have paid or advanced, during the pendency of this cause, more than one-half of said total costs, they shall be entitled to be reimbursed in such amount from the other party.

9. Jurisdiction is reserved to hear an application, if one be later made by defendant, to vacate or modify this injunction at such time as the defendant may, through changes in is set up, show this Court that it shall no longer be operating in conjunction with the practices of optometry.

DONE AND ORDERED IN chambers at Miami, Dade County, Florida, this 24th day of August, 1949.

(Signed) CHARLES A. CARROLL, Circuit Judge,

IN THE CIRCUIT COURT FOR THE 11th JUDICIAL CIRCUIT IN AND FOR DADE COUNTY, FLORIDA, IN CHANCERY

FLORIDA STATE BOARD OF OPTOMETRY :
SOUTHEAST FLORIDA OPTOMETRIC ASSO. :
OPTICAL SERVICE F FLORIDA, et al :
vs. :
NATIONAL OPTICAL STORES CO., :
Defendant :
No. 125205 — D

MEMORANDUM BRIEF

From the testimony and depositions filed in this cause, it has been established that the defendant is in the nature of a partnership operated by B. D. Ritholz; M. I. Ritholz; S. J. Ritholz; D. A. Ritholz and J. Bedno, all residents of and residing at the present time in Chicago, Illinois.

We further learn from the testimony that J. Bedno came to Miami and remained only long enough to establish the defendant store under the name of National Optical Stores Co. but that the letters "CO" have been dropped from defendant's name subsequent to filing the Bill of Complaint in this cause. The testimony further shows that the defendant firm, or association, has caused to be placed in newspapers of regular circulation in Dade County, the advertisement attached to the Bill of Complaint filed herein. The advertisement in question is calculated and does represent that persons can get the glasses they need at the low cost of only $4.98 when there is no intent to sell glasses at such a price. The advertisement purports to offer complete glasses at a stated price, without any limitation as to type, quality or corrective characteristics, the defendant well knowing suitable glasses cannot be furnished without measurements of defects by a person licensed to do so, and that such service will occasion a charge in addition to that stated in the advertisement.

The defendants are not members of a profession, but are ordinary merchants and craftsmen. The manager and person in complete charge of defendant store, doing business at 221 N. W. 1st Avenue, Miami, Florida, according to his testimony introduced by defendant on stipulation in this cause, is an ordinary salesman with but ten days training in Chicago in the operatino and management of said business.

The testimony further shows that although the defendant issued certain advertising for complete glasses for the price of $4.98, in all cases the customer or patron, was obliged to submit to an eye test by an optometrist, or a doctor, licensed to examine the eyes, and upon his prescription, the advertised glasses were sold to the customer or not, depending upon whether the condition of the customer's vision was such that the advertised lens could be used.

There seems to be but one question left for determination in order to determine whether or not the defendant is subject to 463.14 F. S. A. The question being whether or not the defendant firm is operating in conjunctio with optometry.

This question, although answered by the testimony of practically all of the witnesses who purchased glasses from the defendant, is definitely answered, and the fact is definitely established, that the defendant firm is operating in conjunction with the practice of optometry, by the testimony of one of the defendant's witnesses, Dr. Maurice L. Puffer, found on pages 40 to 61 in the transcript of the testimony taken before Examiner Colman.

I particularly call the Court's attention to the testimony found on page 44, wherein Dr. Puffer stated, in reply to a question from defendant's counsel as to whether or not the receptionist for National Optical Stores received money due Dr. Puffer, "why she migh have, I don't know." Further, when asked the question "Is she in your employ"? Dr. Puffer replied, "She is now". In other words, Dr. Puffer and National Optical Stores both control and use the receptionist.

Further the testimony on page 49, shows Dr. Puffer, while still in Chicago, made arrangements with National Optical to rent space in their store in Miami on condition that they would send him as much business as they could; and on page 50, Dr. Puffer stated that there was an agreement with National Optical Stores that he would not charge more than $2.00 for each refraction and that this arrangement was made in Chicago when Dr. Puffer visited National Optical Stores in answer to an advertisement in a ewspaper. Further, on Page 53, Dr. Puffer stated that although he was in arrears in his rent to National Optical Stores of Chicago, that "National Optical is not particularly anxious about it" and have made no overtures toward him, requesting payment. We also find on page 57 of Dr. Puffer's testimony concerning a recent location of a door on the entrance to an ante-room, preceding his office wherein Dr. Puffer stated, "everything comes from Chicago" and finally on page 59, Dr. Puffer stated that he was under orders of officers of National Optical, or the Chicago office, to the extent of renting from them, together with he stipulation of counsel on page 72 that Dr. Puffer is practicing optometry, leaves no doubt whatsoever of the fact that the defendant firm is operating in conjunction with the practice of Optometry.

F. S. A. 463.14 prohibits advertising that "tends to deceive or mislead the public" and advertising any definite

(Continued on Page 10)

Resolution

RESOLUTION

Sponsored by the N.J.O.A. and Adopted by the House of Delegates
52nd Annual Meeting
American Optometric Association

WHEREAS, the good name of Optometry and its progress toward unqualified public and governmental acceptance is being challenged ever more seriously because of those few optometrists who persist in conducting their practices in an unprofessional manner; and

WHEREAS, optometric leaders are all too frequently embarrassed in their relations with representatives of the public, other health professions, government, social agencies and the press at the national, state, and local levels by those optometrists who persist in the use of archaic commercial tactics; and

WHEREAS, existing opportunities and pending developments require the optometric leaders be freed of those degrawing commercial elements which they must now shamefacedly admit they represent; and

WHEREAS, the rank and file of optometric practitioners appear in agreement that it is emergently necessary to bar commercial practitioners from membership in any level of organized optometry; and

WHEREAS, there exists abundant factual evidence that in states where such a program was conceived in idealism and conducted with sincerity, membership increased materially;

NOW, THEREFORE, be it

RESOLVED: That the Board of Trustees be requested to consider the formulation of a code of practice similar to the following Code of Practice, adopted by the NJOA, which bars non-professional optometric practitioners from membership in organized optometry and that they report their findings and recommendations for consideration and action at the 1950 Congress of the American Optometric Association:

1. No member of this Association shall display his licenses, diplomas, or certificates in such a manner that they may be seen by the general public.
2. No member of this Association holding an official position in any optometric organization shall use such position for advertising purposes or for self aggrandizement.
3. No member of this Association shall hold himself forth in such a way as to carry the slightest intimation of inferiority of another optometrist.
4. No member of this Association using the doctor title shall qualify it in any other way than by the use of the word, "Optometrist." He may, however, use after his name the "O.D." designation and any other legally conferred degrees.
5. No member of this Association shall willfully violate the Optometry Law of this state; the by-laws of his State Association, or the rulings, if any, of his State Board of Examiners, nor shall there be on the premises any materials other than those necessary to perform his professional optometric duties.
6. No member of this Association, actively engaged in the practice of Optometry, shall in any manner conceivable advertise or hold forth himself as an optician.
7. No member of this Association shall solicit increased practice in any manner conceivable while engaged in school, factory, or other survey work.
8. No member of this Association shall display to public view eyeglass display signs or painted or decalcomania eyes.
9. No member of this Association shall display, visibly or audibly, any wording pertaining to his professional practice other than his name and title, properly qualified; office hours, telephone number, address, and "examination by appointment," and/or "practice limited to . . . . . any one optometric specialty." The name and title of the member and other information used shall not be displayed in lettering larger than 4" in height for street level offices nor larger than 6" in height for offices above street level and shall not be illuminated except during his office hours.
10. No member of this Association shall use other than his professional card in any publication or in any public display, said professional card shall not exceed two (2) columns by two (2) inches, and shall contain only his name, profession, address, telephone number, office hours, and "eyes examined."
11. No member of this Association shall announce his name in any city, commercial, telephone, or other public directory, or directories in public or office buildings using what is known as display type, or type that is in any way dissimilar in size, shape, or color to that used for optometrists or other practitioners in the health field in the same directory.
12. No member of this Association shall fail to call to the attention of the proper authority, illegal, corrupt, or dishonest conduct

(Continued on Page 15)

POPULATION--

For many weeks, the FLORIDA OPTOMETRIST has been in contact with the county clerks and chambers of commerce throughout the state of Florida preparing the following outline of conditions regarding the relationship of population to Optometrists in the state. In separating the areas of the state, some attention was paid to the existing "borders" accepted by the many local groups

In counties where there were no practicing Optometrists, the county clerk and chamber of commerce of the county seat was called upon for information. In almost all cases the response was for the approximate number residing in the area during July 1949. Many times the cards stated that the city or town had a much larger drawing population than that stated. For example, DeFuniak Springs Chamber stated that "two local hospitals cared for the needs of approximately 40,000 people."

Many chambers expressed the need for Optometric services. Two among them were Stuart and Okeechobee.

The following list, which was made available by the Secretary of the State Board, does not include the newly licensed Optometrists of August, 1949.

NORTHEAST FLORIDA

Nassau County	12,000	
†Fernandina	6,000	(1)
Duval County	330,000	
†Jacksonville	240,000	(17)
St. Johns County	21,596	
†St. Augustine	18,000	(2)
Flagler County	3,400	
†Bunnell	1,500	
Putnam County	28,000	
†Palatka	12,000	(1)
Clay County	10,000	
†Green Cove Springs	3,000	
Baker County	6,500	
†McClenny	1,500	
Union County	6,000	
†Lake Butler	2,000	
Alachua County	43,000	
†Gainesville	23,000	(2)
Columbia County	22,000	
†Lake City	9,000	(2)
Suwanee County	18,000	
†Live Oak	6,000	(2)
Hamilton County	9,000	
†Jasper	2,000	
Bradford County	14,000	
†Starke	5,000	

EAST CENTRAL COAST

Brevard County	25,000	
†Titusville	4,500	
Cocoa	10,000	(1)
Melbourne	6,720	(1)
Indian River County	11,500	
†Vero Beach	5,000	(1)
St. Lucie County	22,000	
†Ft. Pierce	16,000	(2)
Martin County	11,500	
†Stuart	4,200	
Palm Beach County	134,000	
†West Palm Beach	50,000	(4)
Delray Beach	7,500	(1)
Belle Glade		(2)
Okeechobee County	3,500	
†Okeechobee	2,700	

SOUTHEAST FLORIDA

Broward County	75,000	
†Ft. Lauderdale	38,000	(6)
Dania	5,000	(2)
Hollywood	15,000	(2)
Dade County	430,000	
Miami Shores		(1)
North Miami	10,000	(1)
Hialeah	16,000	(1)
Coral Gables	16,500	(3)
†Miami	248,754	(42)
Miami Beach	35,000	(7)
Homestead		(1)
Monroe County	24,000	
†Key West	20,000	(2)
Glades County		
†Moorehaven		
Hendry County	5,000	
†La Belle	1,500	
Collier County	6,500	
†Everglades	600	

CENTRAL FLORIDA

Marion County	36,000	
†Ocala	15,000	(2)
Volusia County	60,000	
†Deland	10,000	(2)
New Smyrna	6,700	(2)
Daytona Beach		(5)
Orange County	110,000	
†Orlando	75,000	(10)
Pinecastle		
Seminole County	27,000	
†Sanford	14,500	(2)
Lake County	35,000	
†Tavarres	1,700	
Eustis	6,500	(1)
Leesburg	10,000	(1)
Sumter County	12,000	
†Bushnell	1,000	

PTOMETRISTS

WEST COAST FLORIDA

Citrus County	8,500	
†Inverness	2,500	
Hernando County	6,000	
†Brookville	2,500	
Pasco County	8,000	
†Dade City	5,000	(2)
Pinellas County	150,000	
†Clearwater	21,000	(3)
St. Petersburg	105,000	(12)
Tarpon Springs	5,500	(1)
Lee County	28,000	
†Ft. Myers	19,000	(2)
Hillsborough County	220,000	
†Tampa	124,476	(15)
Plant City	9,100	(3)
Manatee County	35,000	
†Bradenton	20,000	(4)
Sarasota County	23,000	
†Sarasota	20,000	(3)
DeSoto County	9,500	
†Arcadia	5,000	(1)
Charlotte County	4,480	
†Punta Gorda	2,300	
Osceola County	10,900	
†Kissimmee	6,000	(1)
St. Cloud	5,000	(2)
Polk County	120,000	
†Bartow	10,500	(1)
Lakeland	38,000	(4)
Winter Haven	8,109	(2)
Lake Wales	12,500	(1)
Hardee County	8,500	
†Wauchula	3,000	
Highlands County	20,000	
†Sebring	7,278	
Avon Park	6,408	(1)

WEST CENTRAL GULF

Jefferson County		
†Monticello		(1)
Leon County	50,000	
†Tallahassee	40,000	(1)
Wakulla County	5,059	
†Crawfordville	500	
Gadsden County	28,000	
†Quincy	7,500	(2)
Liberty County		
†Bristol		
Franklin County	8,026	
†Apalachicola	3,250	(1)
Calhoun County		
†Blountstown		
Gulf County	7,005	
†Wewahitchka	2,000	

NORTH CENTRAL FLORIDA

Levy County		
†Bronson		
Gilchrest County	4,000	
†Trenton	900	
Dixie County	5,000	
†Cross City	2,500	
Lafayette County	4,955	
†Mayo	800	
Taylor County	10,000	
†Perry	3,000	
Madison County		
†Madison		

NORTHWEST GULF

Holmes County	17,000	
†Bonifay	3,700	(1)
Washington County	13,000	
†Chipley	2,000	
Bay County	45,000	
†Panama City	28,016	(2)
Walton County	14,248	
†Defuniak Springs	4,442	
Okaloos County	25,000	
†Crestview	6,500	(1)
Santa Rosa County	20,000	
†Milton	4,000	
Escamba County	110,000	
†Pensacola	85,000	(6)

† *County seat*

NICO Announces Change In Board of Members

In reporting to the alumni, The "NICO Alumnus" announced several changes in corporate structure and control of Northern Illinois College of Optometry.

The Boards of Members, which will control the policy and future course of the college is now constituted of seven members. They are Dr. James H. Grout, Miss Lida E. Needles, Dr. Richard A. Needles, Dr. William B. Whitehead, Dr. Roy Marks, Dr. Malcolm E. Edwards, Dr. William Flynn.

The office of President, which has been va cant since the death of Dr. William B. Needles on June 5, 1948, is to be held by Dr. James H. Grout. Dr. Grout is well known to many of the Alumni through his work in the College during the past twelve years. The office of Vice-President is to be held by Dr. Richard A. Needles. Miss Lida A. Needles will function as Secretary and Treasurer, a position she has held for many years.

Anomolous Projection

(Continued from Page 3)

Usually, this is the object that he has postured directly for, but he can just as easily transfer his attention to the object seen with the deviating eye.

5. In most cases that have so far classified, a mental picture of the operation of this visual anomaly can be realized if we assume that the Anopro has built a wall (a visual block) through the median line of his body and that he will function visually, in such a manner that he will invariably place all objects seen to the right of this wall as being to the right, and within the functional area of the right eye. Conversely, he will mentally place all objects to the left of the wall to the left, and within the functional area of the left eye. He will not cross the wall, physical or physiological projection notwithstanding, unless forced to do so by outside means. The Anopro is apt to reveal his disfunction anywhere along the line and may sometimes function correctly at near or far, but not intermediately. Further, having such a variety of functional ability, the Anopro is apt to be extremely resentful if his abilities are questioned and he will determinedly continue to insist that his concept is correct.

Because it is now generally accepted that visual stereopsis decreases so rapidly beyond six feet that its value becomes practically nonexistent, it becomes difficult to offer an incentive to the Anopro. Although he cannot have any stereopsis in the binocular sense, a certain amount of monocular stereopsis may be achieved through surrounding objects, light and shadow, etc., and the true condition may sometimes be disguised unless the patient is brought to task at many points between the accepted near-point and infinity. There is little incentive, other than cosmetic, for achieving simultaneous binocular vision.

Without question, there will be continuous reclassification of types. At present, all strabismics who display varying degrees of ambiocularity and who perform contrary to specific physiological and physical correlaries are placed and described in the general classification of "Anomolous Projectors." There already has appeared outstanding exceptions to the functional conditions upon which the classification was originally established and it now seems definite that the Anopro will be further tabulated into more specific classes within the general class.

Certain variations in testing and training have been developed and must be further developed in order to succeed with the Anopro. Diagnosis, as mentioned previously, is of paramount importance as it is reasonably well established that the Anopro will not respond to established training methods and must be properly segregated and then treated accordingly.

In the next article, we will give a resume of the various tests that have been introduced and revived to screen out this type of strabismic. For the anthology on this testing we are largely indebted to the Strabismic Foundation and locally, we are particularly indebted to the untiring efforts of Dr. Thaddeus Murroughs.

Price Advertising

(Continued from Page 6)

price for "complete glasses". The advertising involved in this case clearly tends to defraud and mislead the public into believing that complete glasses needed by them can be obtained for $4.98. The defendant by said advertising, professes to do more than merely sell glasses. They advertise to fit the needs of the public which requires, by Florida law, the services of a person licensed to practice Optometry or medicine, which person they obtained in Chicago and permitted tn occupy space in their Miami store and control him by limiting his fee to $2.00. They also advertise that all glasses sold by us are ground by expert optical artisans on prescription of a licensed doctor."

Concerning this, the Supreme Court of Oregon in a case against National Optical, cited 177 So. 2nd, the Court stated: "This is inconsistent with the claim that National Optical engaged exclusively in merchandising" resulting in the foregone conclusion that the defendant is "Operating in conjunction with the practice of Optometry".

The advertising in question commonly termed "bait advertising" operates to defraud the public. The customers are mostly poor persons upon whom the advertising is used as a line or bait to draw such persons to their store which in itself misleads the public. This statement is confirmed by the Supreme Court of Massachusetts in a case involving the defendant, cited in 25 N. E. 2n, 378.

When the customer arrives at defendant's store, he is ushered in a small room at the back of the store which has a curtain hanging in the place of a door, which room is occupied by a doctor who proceeds to examine the customer's eyes by trial and error method of placing different lenses in front of the customer's eyes. When the doctor has completed his examination, he writes out a prescription, receives $2.00 from the customer, or the customer pays the defendant's receptionist $2.00 (pg. 6 of testimony taken before Ray Watson) whichever the case may be, and then the doctor hands the prescription to the defendant's agent. If the fee is protested, the customer is told the fee is not for the glasses but for the examination, although the receipts are usually written out by the receptionist, as plaintiff's testimony (taken before Ray Watson) shows. This practice acts as a fraud on the public and the advertising of the defendant affords an unscrupulous means of perpetrating fraud on the general public.

A similar case to the case at bar involving the defendant and the advertising involved herein, was determined by the Supreme Court of Wisconsin in 17 N. W. 2d, 509. This case thoroughly analyzes the defense which will be made by defendants and claimed by them to be supported by the Supreme Court of Michigan, which case was decided prior to the case determined by the Supreme Court of Wisconsin.

The defendant further violated F. S. A. 463.14 by offering a gift and discount of $1.00 to patrons for each customer brought to their store while operating in conjunction with practice of optometry, as supported by the unrefuted testimony introduced by plaintiff (pg. 43 of testimony taken before Ray Watson) and further proved by plaintiff's Exhibit 3.

In conclusion, I feel that this matter is one of grave importance to the interest of the public health, safety and welfare, as vision is a gift which should not be exploited or trifled with and which our Legislature intended to protect.

In support of this memorandum, I cite the following cases:

17 N. W. 2nd 590 Wis; 25 N. E. 2nd 378; 177 S. W. 2nd 411 Ritholz vs. Arkansas State Board of Optometry; 13 N. W. 2nd 283 Mich.; 3 So. 2nd 709 Fla.

ROLLO E. KARKEET,
Attorney for Plaintiffs

Send the WHOLE Child to School

The most ambitious school vision program in the history of optometry has been developed by the A.O.A. Department of Public Information for release in September, according to Dr. Elmer M. Soles, Director.

Aids supplied to state optometric association in mid-August for local use included the following:

An "open line" news release quoting the state president on the waste of taxpayers' money resulting from school failures caused by neglected vision.

"Teaching Good Vision," a fifteen-minute radio script on orthoptics, or visual training, for an optometrist and an interviewer.

"Seeing To Read," a five-minute radio script for an optometrist and a first-grade teacher.

"Your Child's Vision" and "School Vision," fifteen-minute round tables for four optometrists.

Four pages of "radio shorts," from 20 seconds to more than a minute in length, all localized for credit to state optometric associations.

A selection of A.O.A. booklets on children's vision is also included.

In addition to these localized features, the Department of Public Information is making the following direct distribution on a nationwide basis:

VISION FOR AMERICAN YOUTH, a four-page folder of background information on school vision for newspaper and magazine editors and special feature writers.

A national press release, quoting Dr. O'Shea, on the fact that most school vision tests are inadequate and misleading.

Two pages of short fillers for newspapers—pungent paragraphs, quoting optometrists, educators, and psychologists.

Both the September 1 and September 15 issues of INSIGHT FOR BROADCASTERS, the semi-monthly series of radio shorts requested by 596 program managers and commentators, are to be devoted exclusively to school vision.

Dr. Soles urged state associations to take advantage of this unusual opportunity to call attention to the need for greater visual care among school children.

"This is the kind of program that lends itself especially well to localization," he said. "The techniques we are suggesting have proved successful on numerous occasions when diligently pursued by state associations.

"However, we recommend ingenuity in adaptation rather than slavish adherence to the material supplied to state groups. Every state has some outstanding authority whose statements can be substituted for those we have used in stories and radio scripts. Make the most of local opportunities. In every community, newspaper and radio writing talent is available to adapt copy to your needs. Fifteen-minute scripts can readily be cut to fit five-minute spots, and five-minute scripts can easily be expanded to fifteen minutes. Whenever possible make references to topics of local interest and importance."

Dr. Soles cautioned against use of any unauthenticated statistics or the issuance of any statements which cannot stand up under the closest scrutiny.

"Sensational statements attract attention, but if they are of questionable accuracy or unbecoming to a professional man or society, they can do immeasurable harm," he said. "Any source material issued by the A.O.A. Department of Public Information can be substantiated and can be used safely. We also seek to keep it comprehensive by immediately releasing every new fact pertinent to visual care we can discover."

State Public Information Program Formulated

Dr. Karl K. Eychaner, Chairman of the Committee on Public Information of the Florida Optometric Association has announced the formulation of a state-wide program of public relations. Realizing the need for informing the public of Optometry and the necessity for proper eye care, a meeting was immediately called for state-wide representation.

The plans for the program were formulated on Sunday, August 14th during a meeting held in Tampa, by Dr. Eychaner and Dr. S. G. Schneider. The plan calls for zoning of the state into the now accepted local group areas. Each zone would have its own chairman and committee. The responsibility of the local groups would be to carry out the state projects and properly inform the public of local meetings, seminars, etc.

The state-wide program would be directed through the office of Dr. Eychaner with the responsibility of news releases, radio programs, etc., being released from the office of Dr. Schneider. It was planned to join with the AOA in presenting "Return the whole child to school" as the theme of the first project.

The meeting called for Sunday, August 28, was of necessity postponed one week as a result of the hurricane. Invitations were extended to all local group chairman, public relations chairman, the committee and other interested parties. The meeting was called to present the entire program and discuss local group responsibility.

"Cataract" and "Trifocal" Booklets Available to Profession

American Optical Company has prepared for the convenience of the professions two interesting and timely booklets both containing important technical information, according to an announcement of the company.

"Cataract Lenses and the Aphakic Eye" describes the AO line of precision ground cataract lenses. In addition, the brochure covers the various instruments used by practitioners in refracting aphakic patients, includes a discussion of fitting techniques, describes the advantages of absorptive lenses, and contains four pages of corneal alignment and compensation charts as well as a table which aids in ascertaining the correct amount of temple tilt.

"AO Tillyer Ful-Vue Trifocals" points out the advantages of trifocals, includes a graph showing the correct power of the reading addition for each amplitude of accommodation, graphically presents the steps in manufacturing a trifocal, includes notes on prescribing and fitting and contains a full size Hutchinson Presbyopic Chart which can be removed from the booklet for use.

Copies of these booklets may be obtained from AO Branches upon request.

Florida Dispensing Law in Effect— Licensing Requirements and Other Provisions

Plans for the licensing and examination of dispensers are now under way in Florida following the recent enactment of regulatory legislation in that field.

Any resident of the State now engaged in ophthalmic dispensing or employed as such by a licensed physician, optometrist or dispenser, and who has been so continually engaged since Jan. 1, 1949, may receive a license without examination, upon submitting proof of such practice to the newly established State Board of Dispensing Opticians within six months after the effective date of the law (June 8, 1949) and upon payment of a required fee of $25. Employees working exclusively for and under the direct supervision of a licensed physician or optometrist and not holding themselves out to the public generally as dispensing opticians are not required by law to get a license.

Applicants for licensure by examination must satisfactorily complete one school year of not more than 850 hours of study in a recognized school of optical dispensing or have had practical training and experience of a grade and character satisfactory to the Board for not less than two years under the supervision of a dispensing optician, a licensed physician or a licensed optometrist. Any time spent in a recognized school is to be considered as part of the apprenticeship period provided for by the law.

The examination fee is $25, and applicants may be examined by the board upon matters pertaining to mathematics and physics, ophthalmic materials and laboratory technique, ophthalmic optics, ophthalmic dispensing and practical subjects. The Board may require the examination to be both written and oral.

Board Membership — Advertising Regulations

The law provides for a State Board of Dispensing Opticians composed of five licensed dispensing opticians, each of whom must be a resident of Florida and engaged as an ophthalmic dispenser in the State for not less than five years preceding his appointment. Board members will serve for four years, except for the members of the first board: one one-year term, one two-year term, one three-year ter mand two four-year terms. The law also calls upon the Board to establish a code of ethics and standards of practice and such other rules and regulations governing procedure as may be necessary for carrying out the objectives of the act.

"It shall be unlawful," the act stipulates, "for any person, partnership or corporation to offer any gift or premium or discount in any form or manner in conjunction with the practice of optical dispensing, or to advertise either directly or indirectly by any means whatsoever any definite or indefinite price or credit terms on prescriptive or cocrrective lenses, frames, complete prescriptive or corrective glasses or any optical dispensing service; to advertise in any manner that would tend to mislead or deceive the public; to solicit patronage by advertising that he or some other person or group of persons possess better qualifications or are better trained to perform the service or render any service connected with optical dispensing."

The Board is empowered to fix annually a renewal fee of not less than $10 or more than $25.

The secretary-treasurer of the Board is to be paid a salary not to exceed $500 per year in addition to per diem and mileage allowances and necessary expenses as fixed and approved by the Board.

The law is not to be applied to licensed physicians or optometrists.

The act also states that it "shall not apply to any person who is or was United States patentee of such special optical devices as bifocal, bi-plane or multi-visual lenses and who has for a period of over 10 years engaged in the business of lens-grinding for such and other optical devices in accordance with prescriptions or specifications of physicians, optometrists or optical scientists."

The law also provides that any person, partnership or corporation, engaged in the trade or occupation of dispensing optician shall pay an occupational license tax of $10 per year.

Natural persons, partnerships or corporations may engage in dispensing, but each place of business in the State must have a duly licensed dispensing optician to supervise the preparing, fitting and adjusting of optical devices.

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TO ALL PARTS
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P. O. BOX 1584
MIAMI 9, FLORIDA
Telephone 9-3614

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PLUS
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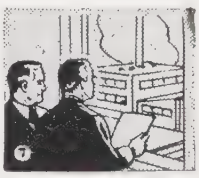
INC.



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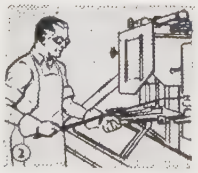

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In addition to our regular line of zyl, laminated and metal frames, we are in a position to supply and service you with

KEYSTONE
VISUAL TRAINING EQUIPMENT

plus a full line of bench tools, patterns, lenses, cases and all optical accessories.

PROMPT SERVICE

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Navy Officers

(Continued from Page 2)

adoptive parent or step-parent of a child under 18.

The professional fitness of the candidates will be determined after selection by means of examination to determine their professional knowledge and what they may reasonably be expected to know of the basic sciences for the pursuit of their field. Subjects to be covered in the examination are as follows:

(a) For candidates holding baccalaureate degrees:

Optometry Section: Ocular anatomy, ocular pathology, theoretic optometry, practical optics, visual fields, physiology, orthoptic treatment and procedures. A practical and oral examination will include examination of the eyes and their appendages, orthoptic procedure, plotting of visual fields, and prescription writing.

(b) For candidates holding DSc or PhD degrees:

(1) They will be examined in the same subjects as outlined above but will be expected to show greater practical knowledge and ability.

(2) They will also be examined in biometrics, physiology, hygiene, or such other subjects as are pertinent to their educational and professional training for the degree held in their special field of science.

Former service personnel (officer and enlisted) and members of the reserve components of the armed forces are eligible to apply for these appointments. Members of the reserve components of other branches of the armed forces must submit a statement from an authorized official of the parent organization that the applicant will be released if he is tendered an appointment in the U. S. Navy. All appointments will be with a current date of rank. Candidates found not qualified, or not selected, will be notified in writing.

Interested personnel may apply for these commissions to any office of Naval Officer Procurement. Applications and requests for information should not be made directly to the Navy Department in Washington as local offices are required to take first action in all such matters.

The address of offices of Naval Officer Procurement is 721-31 Healey Bldg., Atlanta 1, Ga.

RESOLUTION

(Continued from Page 7)

of any member of the Optometric Profession.

13. No member of this Association shall display any merchandise, materials, or advertising of a commercial nature in windows or reception rooms.

14. No member of this Association shall do anything inconsistent with the standards of professional conduct of the optometric and allied health professions. When considering an act possibly inconsistent with these professional standards, a detailed statement shall be submitted by him to the proper committee of his State Association for approval, and its decision, together with a written summary, shall be forwarded to the Executive Committee of his State organization for final approval.

Vision and Highway Safety—Featured

An article on vision and highway safety is scheduled to appear in the September 11 issue of "This Week," the Sunday magazine supplement of the New York Herald Tribune and many other newspapers throughout the country, according to the A. O. A. Department of Public Information.

Prominent mention is made of visual standards recommended in the "Manual on Drivers' Vision Tests," jointly published by the A.O.A. and the American Association of Motor Vehicle Administrators. Dr. John B. O'Shea, A.O.A. president, and Dr. Theodore H. Conklin, president of the New York State Optometric Association are quoted on the importance of better visual examinations for driver license applicants.

Selwyn James, author of articles for "Reader's Digest" and other publications, is the writer of the article. Mr. James has substantiated his argument for better visual examinations by citing numerous case examples and research findings of Edwin D. Fletcher, Psychologis and Research Specialist, California State Division of Drivers' Licenses.

Univis Prepares Trifocal Booklet

The Univis Lens Company reports its newest booklet, A GUIDE TO PATIENT ANALYSIS, to be another progressive step toward familiarizing the refractionist with the intermediate visual problem. Devoted to trifocal lens styles and their application to general patient "types", this booklet, indexed for ready reference, offers selected guides for prescription in the intermediate field. The booklet may be obtained at no charge from the Univis Lens Company, Dayton 1, Ohio.

EDITORIAL PAGE

OUTSTANDING step taken at the 1949 Boston Convention of the AOA was the resolution calling upon the AOA Board of Trustees to consider formulation of a Code of Practice barring from membership in Organized Optometry "jewelry store, department store, window display, and neon sign Optometrists. The action was taken on a recommendation of the delegation from New Jersey. Once again New Jersey is to be commended on its progressive recommendation.

Fortunately in Florida, the problem of jewelry and department store Optometry is almost nil, but our display and neon signs are still prevalent. The trend by the overwhelming majority of Florida Optometrists can not be stopped. Examples of the trend can be seen up and down the state. In South Florida one "old timer" said he was waiting for something to take the place of his advertising and now with public relations his tremendous amount of advertising stopped, and his display windows have disappeared.

To quote Dr. Harold Bookstaber, President of the NJOA, "We cannot continue to protect the despoilers of our profession while their commercial appearances, advertising and practices belie and invalidate our claims to professional status and our request for treatment as a profession."

In New Jersey, Organized Optometry is clean and completely professional—and our paid up membership is 2½ times larger than before we adopted our Code of Practice.

We are convinced the majority of Optometrists are skilled sincere and professional practitioners of high ideals and exemplary professional conduct —and many of them, mistakenly perhaps, shun membership in Organized Optometry because of its present motely character."

It certainly takes no special talent—just some determination and daring to follow the lead of New Jersey, and many other state associations. Individual Optometrists have murmured for such action by the Florida Optometric Association, but only the shout of the membership in session, upon a recommendation of committee, can such action be taken.

The FLORIDA OPTOMETRIST therefore calls upon the constitution and by-laws committee of the Florida Optometric Association to consider a similar code at practice.

FLORIDA extends congratulations to Walter Galeski and his Southeastern Optical Company on the completion of twenty years of service to the Ophthalmic profession.

Just twenty years ago Southeastern was started with thirteen offices and about 100 workers. Today, there are 29 offices and a vastly increased staff.

On every occasion Southeastern has shown its cooperation to Organized Optometry in Florida.

To Southeastern Optical Company, Florida Optometry extends its sincere best wishes for continued growth and progress.

Notes About the State

Announcement is made of the marriage of Dr. Jacqueline Turner of Jacksonville to Dr. O. C. Clark of Perry, on June 30th at St. John's Lutheran church in Jacksonville. The couple enjoyed a wedding trip to the mountains of North Carolina. They recently opened their office at 113 First Ave., North Jacksonville, Beach. Dr. Clark had practiced in Perry, Fla., for a year following his graduation from N. I. C. O. in February of 1948. Dr. Turner has been associated with Dr. James Loomis in Jacksonville for several years. She will continue her visual training work in his office for two days a week. The doctors are very pleased with their new office and enjoy living at the beach.

In Tallahassee, Dr. Tom Moore announced the association with him of his son-in-law, Dr. Jud Chapman, recent successful candidate of the Florida Board. . . Dr. Paul Gloger of Tampa has announced his change of address to 602½ Tampa St., Tampa. . . In Miami Beach, Dr. Arthur Hirsch retired from the practice of Optometry, temporarily, to take up residence in a nearby community. . . In Coral Gables, Dr. Charles Rhyon announced the plans for his new Office on the Miracle Mile. . . Dr. Andy Holloway has been sending many "cool looking" cards back from New England. . . Dr. Paul Archer, Jr., of Homestead returned from a session with Dr. Renshaw at Ohio State.

Rimless Eyewear with Greater Patient Appeal

Offer your patients something different in modern eyewear. Balgrip Tension Mount, neat and trim in appearance, *is the mounting most easily adaptable to all modern lens shapes.* Lenses held in *tension*—the new structural principle of Balgrip—enables you to replace lenses easily, quickly . . . give faster service to your patients.

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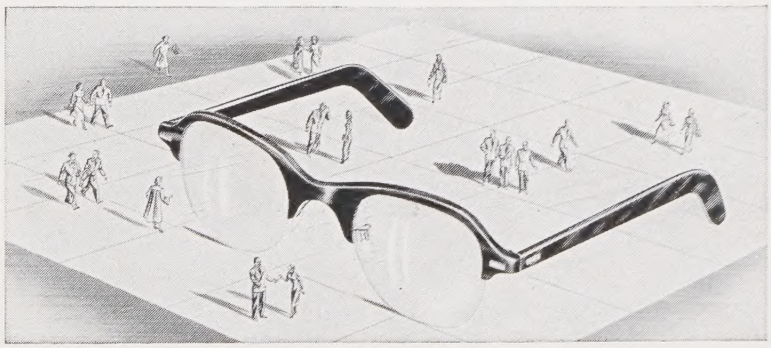

Browline by Shuron combines more optical and cosmetic features than any frame or mounting ever made. With its three attractive styles, its rocking pads, replaceable eyewires and interchangeable temples BROWLINE is completely fitable and adjustable. Ideal for bifocal wearers, for golfers, yes, for everyone. An important part of your patient's Optical Wardrobe.

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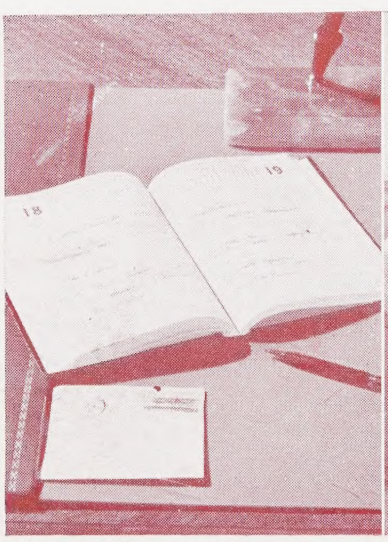

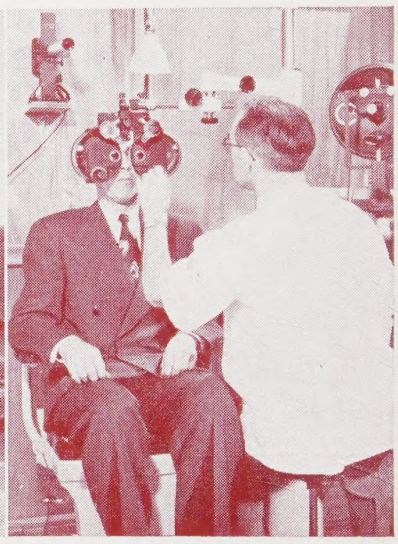

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IN YOUR APPOINTMENT BOOK

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People who need trifocals, people not enjoying complete visual comfort, are not a special kind of people. There are undoubtedly many of them among your present patients. They're the presbyopes whose reading adds you have found to be 1.75 D. or greater.

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